

# Assortment Box Specials of:

standard

medium

select

small

pompon

fujii



also featuring:

- Beauty Asters
- Roses
- Carnations
- Hawaiian Flowers & Foliages

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BUY THE EASY WAY!.....FOR ECONOMY!...NO BOX CHARGE!  
VARIETY OF FLOWERS!.....SMALL QUANTITY BUYING!  
AND ADVANTAGE IN AIR AND RAIL CHARGES!

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Sept.

*wm Zappettini co.*

*"America's Cut Flower Headquarters"*

160 FIFTH STREET • SAN FRANCISCO • GARFIELD 1-8252

1955

Direct line to shipping dept. Garfield 1-6221

## ASSORTMENT NO. 30

THREE VARIETIES OF FLOWERS IN ONE BOX!

50 STANDARD MUMS..incurved variety 5 to 6 inches or better across. Silver Sheen, Pink Chief, White Albatross, White Monument, Yellow Good News, Bronze Detroit News.

2 Dozen FUJII MUMS..spider variety in colors of white, pink, green, coffee, yellow, bronze and chartreuse.

15 Bunches of POMPON MUMS..in colors of white, pink, green, coffee, yellow, bronze and chartreuse.

YOU MAY SELECT YOUR OWN COLORS OR WE  
WILL SELECT AN EVEN PROPORTION.

**\$22.75**

PACKED IN ONE 5FT. BOX.

BOX CHARGE INCLUDED!

TAKE ADVANTAGE ORDER SEVERAL VARIETIES OF ASSORTMENTS.

## ASSORTMENT No. 31

FOUR VARIETIES OF FLOWERS IN ONE BOX!

200 BEAUTY ASTERS..in colors of white, light pink, rose pink, purple and lavender.

20 Bunches of POMPON MUMS..in colors of pink, yellow, white, maroon, bronze and apricot.

2 Dozen FUJII MUMS..needle type in colors of white, pink, green, bronze, coffee and chartreuse.

25 STANDARD MUMS..in colors of yellow, bronze, white and pink.

YOU MAY SELECT YOUR OWN COLORS OR WE WILL  
SELECT AND EVEN PROPORTION.

**\$28.50**

PACKED IN ONE 5FT. BOX.

BOX CHARGE INCLUDED!

## **ASSORTMENT NO.32**

30 BUNCHES OF POMPON MUMS..daisy type in colors of pink, yellow, white, maroon, bronze, and apricot.

YOU MAY SELECT YOUR OWN COLORS OR WE  
WILL SELECT AN EVEN PROPORTION.

**\$20.00**

PACKED IN ONE 4 FT. BOX.

BOX CHARGE INCLUDED!

TAKE ADVANTAGE ORDER SEVERAL ASSORTMENTS.

## **ASSORTMENT NO. 33**

100 STANDARD MUMS...incurved variety, 5 inches across. Silver Sheen, Pink Chief, White Albatross, White Monument, Yellow Good News and Bronze Detroit News.

YOU MAY SELECT YOUR OWN COLORS OR WE  
WILL SELECT AN EVEN PROPORTION.

**\$20.00**

PACKED IN ONE 4 FT. BOX.

BOX CHARGE INCLUDED!

TAKE ADVANTAGE ORDER SEVERAL ASSORTMENTS.

## **ASSORTMENT NO. 34**

THREE VARIETIES OF FLOWERS IN ONE BOX.!

50 MEDIUM MUMS...incurved variety, 5 inches or better across. Silver Sheen, Pink Chief, White Albatross, White Monument, Yellow Good News, Bronze Detroit News.

50 CHINA MUMS...solid center flat type variety..3½ to 4 inches across in colors of yellow, white, pink and bronze.

2 Dozen FUJII MUMS...needle type variety. In colors of white, pink, bronze, coffee and chartreuse.

YOU MAY SELECT YOUR OWN COLORS OR WE  
WILL SELECT AN EVEN PROPORTION.

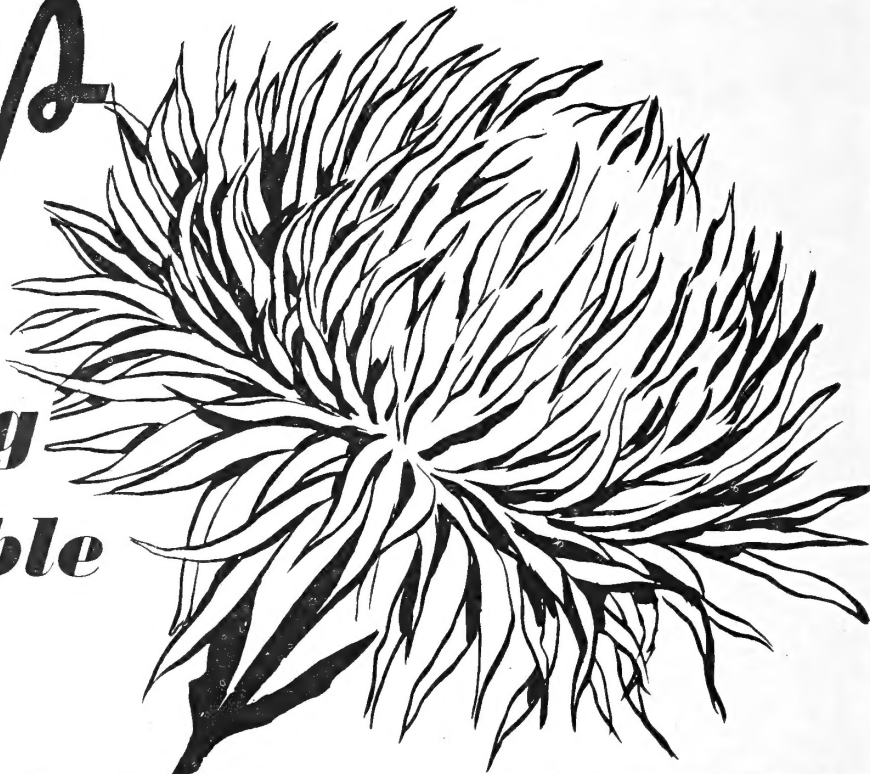
**\$17.00**

PACKED IN ONE 5 FT. BOX.

BOX CHARGE INCLUDED!

# Always

**longer-lasting  
more profitable**



*Wm Zappettini co.*

*"America's Cut-Flower Headquarters"*

160 FIFTH STREET • SAN FRANCISCO 1, CALIFORNIA

because they're **flowers**  
from **NORTHERN CALIFORNIA**

**ORDER NOW!  
ASSORTMENT  
SPECIALS**

September 1955

## ASSORTMENT NO. 35

FOUR VARIETIES OF FLOWERS IN ONE BOX!

20 Bunches of POMPON MUMS..daisy type in colors of pink, yellow, white, maroon, bronze and apricot.

25 Medium-large MUMS..incurved variety 5 inches across. Silver Sheen, Pink Chief, White Albatross, White Monument, Yellow Good News, Bronze Detroit News.

2 Dozen FUJII MUMS..needle type in colors of white, pink, green, yellow, bronze, coffee and chartreuse.

25 CHINA MUMS..solid center flat type variety...3½ to 4 inches across in colors of yellow, white and pink and bronze.

YOU MAY SELECT YOUR OWN COLORS OR WE

WILL SELECT AN EVEN PROPORTION

**\$22.50**

PACKED IN ONE 5FT. BOX.

BOX CHARGE INCLUDED

**For the finest in flowers  
test try our petal perfects.**

## ASSORTMENT NO. 36

50 MEDIUM MUMS...incurved variety, 4 to 5 inches across Pink Chief, White Albatross, White Monument, Yellow Good News, Bronze Detroit News.

36. SELECT MUMS...incurved variety, 6 inches or better across White Albatross, White Monument, Yellow Good News and Bronze Detroit News.

YOU MAY SELECT YOUR OWN COLORS OR WE

WILL SELECT AN EVEN PROPORTION.

**\$17.50**

PACKED IN ONE 5 FT. BOX.

BOX CHARGE INCLUDED!

## ASSORTMENT NO. 37

75 SELECTED MUMS..incurved variety, 6 inches or  
better across. Varieties of:  
White Monument, Yellow Good  
News, and Bronze Detroit News.

YOU MAY SELECT YOUR OWN COLORS OR WE WILL  
SELECT AN EVEN PROPORTION !

**\$19.00**

PACKED IN ONE FIVE FOOT BOX.

BOX CHARGE INCLUDED!

TAKE ADVANTAGE ORDER VARIETIES OF SEVERAL ASSORTMENTS.

## ASSORTMENT NO. 38

FOUR VARIETIES IN ONE BOX.

100 MEDIUM LENGTH ROSES ..PINK AND RED DELIGHTS AND YELLOW  
100 CARNATIONS..ASSORTED IN COLORS  
100 ASTERS..ASSORTED IN COLORS  
10 BUNCHES OF POMPON MUMS

**\$28.00**

PACKED IN ONE 4 FT. BOX.

BOX CHARGE INCLUDED.

TAKE ADVANTAGE ORDER VARIETIES OF SEVERAL ASSORTMENTS.

## ASSORTMENT NO. 39

OUR OWN SPECIAL ASSORTMENT!

**500 ROSES**

14 to 20 INCHES IN LENGTH.

PACKED IN A 3 OR 4 FOOT BOX.

**\$32.50**

BOX CHARGE INCLUDED.

## ASSORTMENT NO. 40

OUR OWN SPECIAL ASSORTMENT!

**500 CARNATIONS**

PACKED IN A 3 OR 4 FOOT BOX.

**\$35.00**

BOX CHARGE INCLUDED.

# The finest to be had.

## *flowers from Northern California*

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### *Air Conditioned* **BY NATURE**

Better flowers . . . more lasting flowers  
. . . mean far, far less throw-away and  
the way to cultivation of customer satisfaction. That's what you want . . . and get  
. . . in flowers grown in Northern California. Here Nature has created perfect  
"air conditioning" for flower culture . . .

BOX CHARGE CAN ONLY BE INCLUDED IN PRICE  
WHEN ORDERING BY ASSORTMENT.

### *Just Order by Assortment Number*

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### *we will take care of the rest.*

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ALL PRICES F.O.B. SAN FRANCISCO. PLEASE SPECIFY IF  
SHIPMENT IS TO BE SENT VIA AIR OR RAIL. ALL SHIP-  
MENTS SENT C.O.D. UNLESS CREDIT HAS BEEN ESTABLISHED  
WITH US. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.





# HAWAIIAN FOLIAGE AND FLOWER ASSORTMENTS

## ASSORTMENT NO. 41

24 Stems of Anthuriums and Heliconia (crabclaw) mixed

24 Stems assorted, 2 or 3 of the following flowers:

Red Ginger

Shampoo Ginger

Torch Ginger

Hanging Heliconia

Shell Ginger

Birds of Paradise

35 Green Ti Leaves.. 24 Variegated Ti Leaves.. 24 Croton Leaves

12 Lycopodium or 6 Coco or 6 Pothos or 6 Anthurium Leaves.

PACKED IN ONE 3 FOOT BOX.

**\$26.50**

BOX CHARGE INCLUDED.

TAKE ADVANTAGE ORDER VARIETIES OF SEVERAL ASSORTMENTS!

## ASSORTMENT NO. 42

20 Stems of Anthuriums and Heliconia (crabclaw) mixed.

15 Stems assorted, 2 or 3 of the following flowers:

Red Ginger

Shampoo Ginger

Torch Ginger

Hanging Heliconia

Shell Ginger

Birds of Paradise

25 Green Ti Leaves.. 24 Variegated Ti Leaves.. 24 Croton Leaves

12 Lycopodium or 6 Coco or 6 Pothos or 6 Anthurium Leaves.

PACKED IN ONE 3 FOOT BOX.

**\$19.50**

BOX CHARGE INCLUDED.

TAKE ADVANTAGE ORDER VARIETIES OF SEVERAL ASSORTMENTS!

## ASSORTMENT NO. 43

HAWAIIAN DRY FLOWERS.

8 Doz. Woodroses

4 Mokus

4 Doz. Baby Woodroses

4 Doz. Fire grass

2 Bags Lipstick pods

PACKED IN ONE 3 FOOT BOX.

**\$25.00**

BOX CHARGE INCLUDED.